



# Washington Auto Outlook

Released by:  
Washington Area New  
Automobile Dealers  
Association

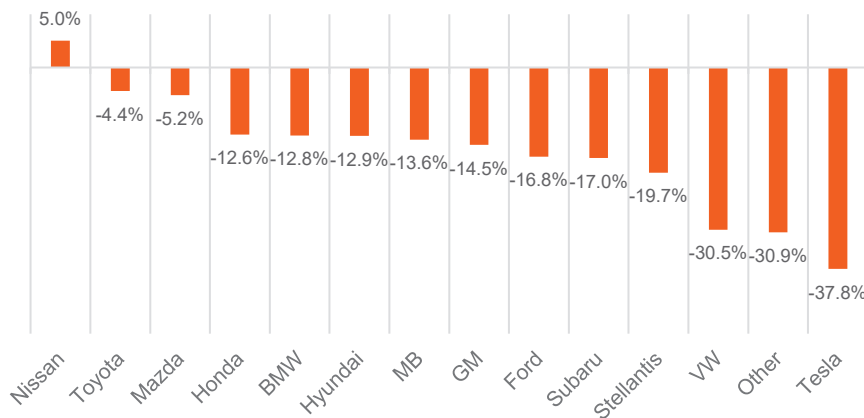
Data thru April 2026

## Washington Area New Retail Car and Light Truck Registrations

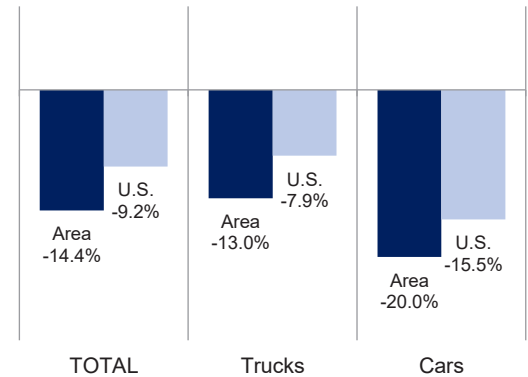
	Most Recent Two Months			YTD thru Apr.			YTD Market Share		
	3/25 & 4/25	3/26 & 4/26	% change	YTD '25	YTD '26	% change	YTD '25	YTD '26	change
Industry Total	34,965	31,273	-10.6%	72,680	62,185	-14.4%			
Cars	7,530	6,196	-17.7%	15,109	12,083	-20.0%	20.8	19.4	-1.4
Light Trucks	27,435	25,077	-8.6%	57,571	50,102	-13.0%	79.2	80.6	1.4

Data sourced from Experian Automotive. April '26 figures partially estimated.

### Percent Change in Area Registrations by Manufacturer YTD '26 thru Apr. vs. YTD '25



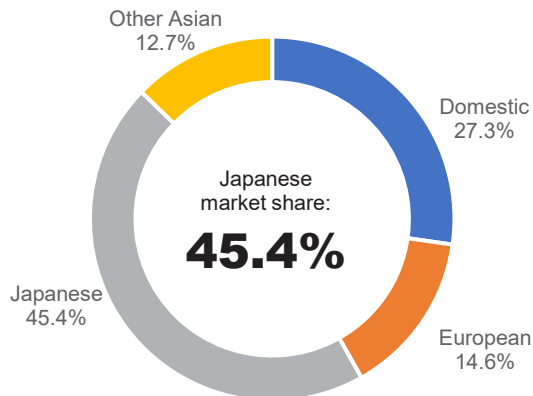
### Percent Change in Area and U.S. New Retail Light Vehicle Markets YTD '26 thru Apr. vs. YTD '25



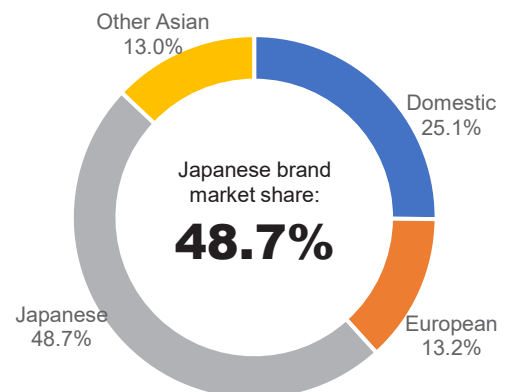
The graph above shows the percent change in new car and light truck registrations by manufacturer during the first four months of this year versus the same period a year earlier. Data sourced from Experian Automotive. Note: MB is Mercedes-Benz.

The graph above compares the change in new retail car and light truck registrations in both the area and U.S. markets. Data sourced from Experian Automotive.

### Washington Area Market Shares YTD '25 thru Apr.



### Washington Area Market Shares YTD '26 thru Apr.



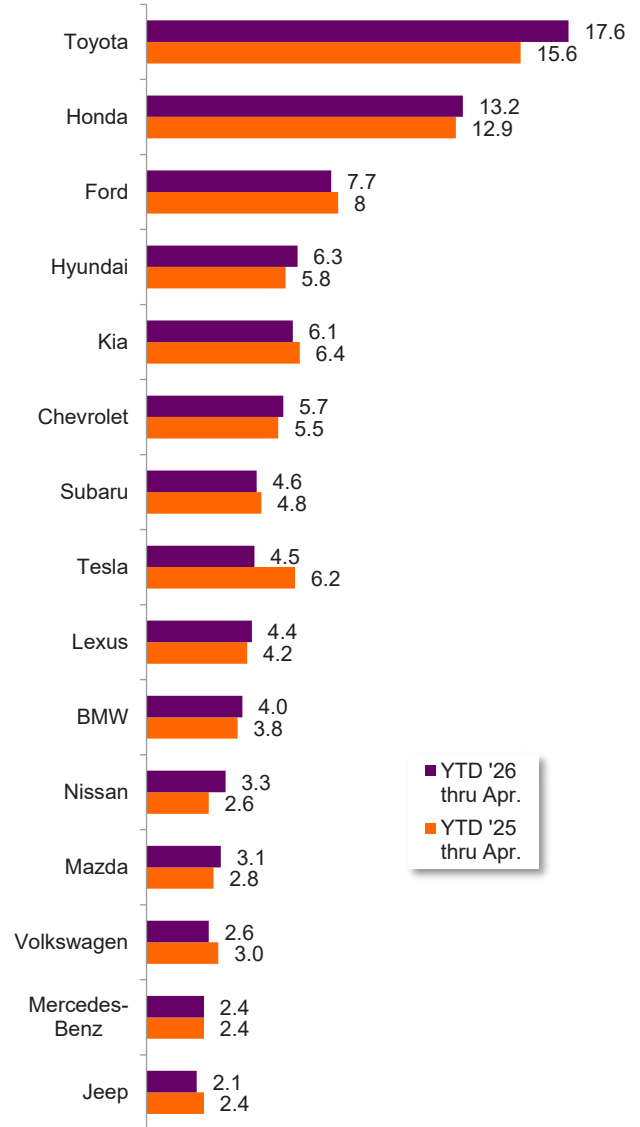
## Data Information

Data presented in Auto Outlook measures new retail vehicle registrations in the Washington Area. Monthly recording of registrations occurs when vehicle title information is processed, which may differ from date of sale. Title recording can occasionally be subject to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results.

Washington Area New Retail Light Vehicle Registrations					
	Registrations			Market share	
	YTD '25 thru Apr.	YTD '26 thru Apr.	% change	YTD '25 thru Apr.	YTD '26 thru Apr.
Acura	1,389	1,207	-13%	1.9%	1.9%
Alfa Romeo	24	18	-25%	0.0%	0.0%
Audi	1,199	712	-41%	1.6%	1.1%
BMW	2,785	2,510	-10%	3.8%	4.0%
Buick	331	199	-40%	0.5%	0.3%
Cadillac	590	476	-19%	0.8%	0.8%
Chevrolet	3,984	3,519	-12%	5.5%	5.7%
Chrysler	186	132	-29%	0.3%	0.2%
Dodge	259	182	-30%	0.4%	0.3%
Ford	5,792	4,806	-17%	8.0%	7.7%
Genesis	386	339	-12%	0.5%	0.5%
GMC	1,041	887	-15%	1.4%	1.4%
Honda	9,397	8,217	-13%	12.9%	13.2%
Hyundai	4,220	3,937	-7%	5.8%	6.3%
Ineos	35	17	-51%	0.0%	0.0%
Infiniti	237	191	-19%	0.3%	0.3%
Jeep	1,766	1,315	-26%	2.4%	2.1%
Kia	4,648	3,788	-19%	6.4%	6.1%
Land Rover	575	407	-29%	0.8%	0.7%
Lexus	3,025	2,762	-9%	4.2%	4.4%
Lincoln	334	293	-12%	0.5%	0.5%
Lucid	70	97	39%	0.1%	0.2%
Mazda	2,045	1,939	-5%	2.8%	3.1%
Mercedes-Benz	1,726	1,492	-14%	2.4%	2.4%
MINI	324	203	-37%	0.4%	0.3%
Mitsubishi	244	117	-52%	0.3%	0.2%
Nissan	1,908	2,062	8%	2.6%	3.3%
Polestar	67	28	-58%	0.1%	0.0%
Porsche	453	330	-27%	0.6%	0.5%
Ram	800	793	-1%	1.1%	1.3%
Rivian	179	151	-16%	0.2%	0.2%
Subaru	3,454	2,866	-17%	4.8%	4.6%
Tesla	4,479	2,784	-38%	6.2%	4.5%
Toyota	11,306	10,941	-3%	15.6%	17.6%
Volkswagen	2,153	1,604	-25%	3.0%	2.6%
Volvo	1,134	781	-31%	1.6%	1.3%
Other	135	83	-39%	0.2%	0.1%



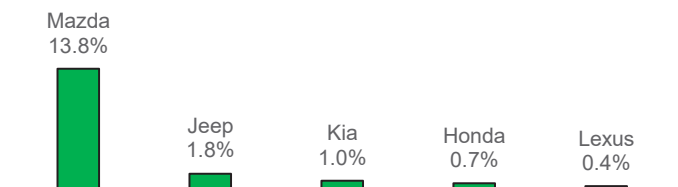
Area Market Share for  
Top 15 Selling Brands  
YTD '26 thru April vs. YTD '25



Top ten ranked brands in each percent change category are shaded gray. Data sourced from Experian Automotive.



Brands On the Move  
Largest % increase in registrations during past 3 months (Feb '26 thru Apr '26) vs. preceding 3 months (Nov '25 thru Jan '26) Among top 20 selling brands in past three months



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